

Serial No. 10/021,665

Amendment and Response dated November 24, 2004

in Reply to Office Action dated August 25, 2004

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method of providing pet care products, services and information comprising:

accessing a website hosting supplier data associated with the pet care products, services and information;

receiving the pet care products, services and information from a supplier of the pet care products, services and information using the website; and

as a preferred provider, dispensing the pet care products, services and information to pet owners.

2. (Original) The method of claim 1 wherein the pet care products are pet life care products.

3. (Original) The method of claim 1 wherein the pet care products are pet death care products.

4. (Original) The method of claim 1 wherein the preferred provider is a veterinarian.

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5. (Original) The method of claim 4 wherein the veterinarian is a network of veterinarians.

6. (Original) The method of claim 1 wherein the preferred provider is a pet store.

7. (Original) The method of claim 6 wherein the pet store is a nationwide chain of pet stores.

8. The method of claim 1 wherein the preferred provider is a pet cemetery.

9. (Original) The method of claim 8 wherein the pet cemetery is a nationwide chain of pet cemeteries.

10. (Original) The method of claim 1 wherein the preferred provider is an animal humane shelter.

11. (Original) The method of claim 10 wherein the animal humane shelter is a nationwide chain of animal humane shelters.

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12. (Original) The method of claim 3 wherein the pet death care products include pet caskets, urns, memorial markers and products and printed matter.

13. (Original) The method of claim 3 wherein the services include cremation and burial, and funeral and memorial services.

14. (Original) The method of claim 3 wherein the information includes information about grief counseling and death/grief support groups.

15. (Currently Amended) A method of equipping a preferred provider with pet care products, services and information to be dispensed to pet owners comprising:

creating a website hosting data associated with the pet care products, services, and information;

selecting a preferred provider to dispense pet care products, services and information to pet owners; and

enabling access to the website of the preferred provider; and

supplying the preferred provider with pet care products, services and information to be dispensed by the preferred provider to pet owners.

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16. (Original) The method of claim 15 wherein the pet care products are pet life care products.

17. (Original) The method of claim 15 wherein the pet care products are pet death care products.

18. (Original) The method of claim 15 wherein the preferred provider is a veterinarian.

19. The method of claim 18 wherein the veterinarian is a network of veterinarians.

20. (Original) The method of claim 15 wherein the preferred provider is a pet store.

21. (Original) The method of claim 20 wherein the pet store is a nationwide chain of pet stores.

22. (Original) The method of claim 15 wherein the preferred provider is a pet cemetery.

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23. (Original) The method of claim 22 wherein the pet cemetery is a nationwide chain of pet cemeteries.

24. (Original) The method of claim 15 wherein the preferred provider is an animal humane shelter.

25. (Original) The method of claim 24 wherein the animal humane shelter is a nationwide chain of animal humane shelters.

26. (Original) The method of claim 17 wherein the products include pet caskets, urns, memorial markers and products and printed matter.

27. (Original) The method of claim 17 wherein the services include cremation and burial, and funeral and memorial services.

28. (Original) The method of claim 17 wherein the information includes information about grief counseling and death/grief support groups.

29. (Currently Amended) A method of providing pet care products, services and information comprising:

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accessing a website hosting data associated with the pet care products, services and information;

receiving the pet life and death care products, services and information from a supplier of pet life and the death care products, services and information using the website; and

as a preferred provider, dispensing the pet life and death care products, services and information to pet owners.

30. (Currently Amended) A method of equipping a preferred provider with pet care products, services and information to be dispensed to pet owners comprising:

creating a website hosting data associated with the pet care products, services, and information;

selecting a preferred provider to dispense pet life and death care products, services and information to pet owners; and

enabling access to the website of the preferred provider; and

supplying the preferred provider with pet life and death care products, services and information to be dispensed by the preferred provider to pet owners.

31. (Currently Amended) The method of claim 30 ~~A method of merchandising pet care products, services and information~~ further comprising:

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providing a display stand; and

enabling the display of the displaying pet life care products, services and information

on the display stand; ~~and~~

~~displaying pet death care products, services and information on the display stand.~~

32. (Currently Amended) The method of claim 31 wherein the display stand with products, services and information is displayed at a location of [a] the preferred provider of the products, services and information; ~~and wherein the preferred provider has been selected by the supplier of the products, services and information to dispense same.~~